

February 22, 2023

The Honorable Delegate C.T. Wilson
Chair, House Economic Matters Committee
Lowe House Office Building
6 Bladen St., Annapolis, MD 21401

RE: HB 807 (Love) and HB 901 (Solomon and Wilson) – SUPPORT

Dear Chair Wilson,

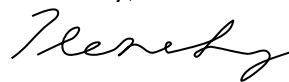
On behalf of [Common Sense Media](#), I am writing to express our strong support for Delegate Sara Love's **Online and Biometric Data Privacy Act** and Delegate Jared Solomon and your **Maryland Age-Appropriate Design Code Act**. We strongly believe that Maryland families need both strong data privacy and platform design and safety legislation to better protect kids' and teens' mental and physical health. HB 807 and HB 901 go a long way toward accomplishing this.

By the time a child turns 13 years old, adtech firms have compiled more than 72 million data points on that child. Companies utilize this trove of data to hypertarget users through practices like targeted advertising and algorithmically recommending content to increase their engagement and profits, often to the detriment of consumers' mental health and well-being. Kids' and teens' brains are still developing, making them particularly vulnerable to companies' manipulation and influence. Strong privacy legislation like Delegate Love's HB 807 cuts off companies' access to this incessant amount of data through its data minimization principles and teen opt-in consent requirement for targeted advertising and sale of data.

In addition to protecting all consumers' data privacy, Marylanders need to push companies to design their platforms in a safer way for youth well-being. Whenever a kid or teen goes onto an online platform, that platform is doing everything it can to keep them engaged as long as possible, such as by utilizing endless scroll, autoplay, and push alerts. Delegate Solomon's HB 901 requires companies to look at how the design of their platform may be harming kids and teens, and what they can do to prevent or mitigate those risks, while also providing kids and teens with even more privacy protection by requiring minors' privacy settings to be the highest by default.

For these reasons, Common Sense Media urges your support for these bills.

Sincerely,



Irene Ly
Policy Counsel, Common Sense Media